

Digital Marketing Report

Impressions

How many ads were served:

321,718

Clicks

Times a user clicked on an ad

1,523

Click-Through Rate

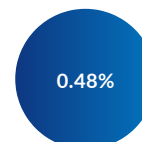
(Clicks/Impressions) x 100

0.47%

Your Product Breakout by Impressions



Total Engagement Rate



0.48%

(Clicks+View-throughs)/Impressions x 100*

X the National Average



6.76

X the National Avg (.07%)

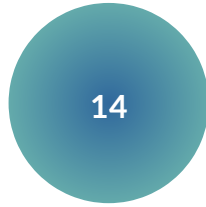
Social
Mirror

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
LD Safety Marking - Construction/Truck Drivers/Job Seekers Behavioral B2B Social Mirror	166,402	1,033	0.62%	8.87
LD Safety Marking - AI B2B Social Mirror	72,086	129	0.18%	2.56
LD Safety Marking - Site Retargeting B2B Social Mirror	21,591	136	0.63%	9.00
LD Safety Marking - AI B2B Maine Social Mirror	18,072	41	0.23%	3.24
LD Safety Marking - AI B2B New Hampshire Social Mirror	15,718	29	0.18%	2.64
LD Safety Marking - Construction/Truck Drivers/Job Seekers Behavioral B2B New Hampshire Social Mirror	14,933	125	0.84%	11.96
LD Safety Marking - Construction/Truck Drivers/Job Seekers Behavioral B2B Maine Social Mirror	11,599	25	0.22%	3.08
LD Safety Marking - Geo-Retargeting B2B Maine Social Mirror	425	2	0.47%	6.72
LD Safety Marking - Site Retargeting B2B New Hampshire Social Mirror	415	1	0.24%	3.44
LD Safety Marking - Site Retargeting B2B Maine Social Mirror	383	1	0.26%	3.73
LD Safety Marking - Geo-Fencing B2B Social Mirror	57	1	1.75%	25.06
LD Safety Marking - Geo-Fencing B2B Maine Social Mirror	36	0	0.00%	0.00
LD Safety Marking - Geo-Retargeting B2B Social Mirror	1	0	0.00%	0.00

Social Mirror Click Conversions

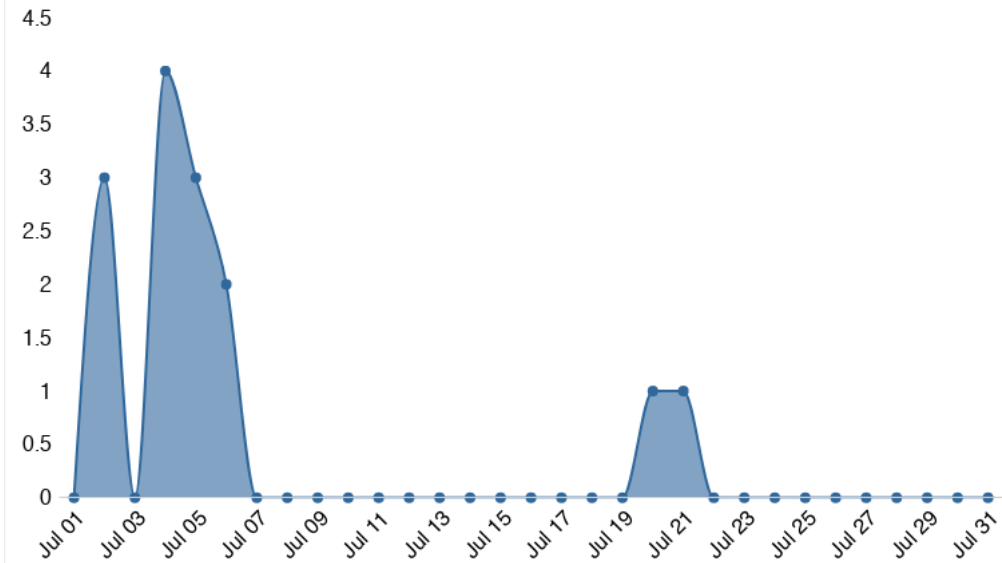


Times users clicked on an ad leading to your site and visited a page or completed an action

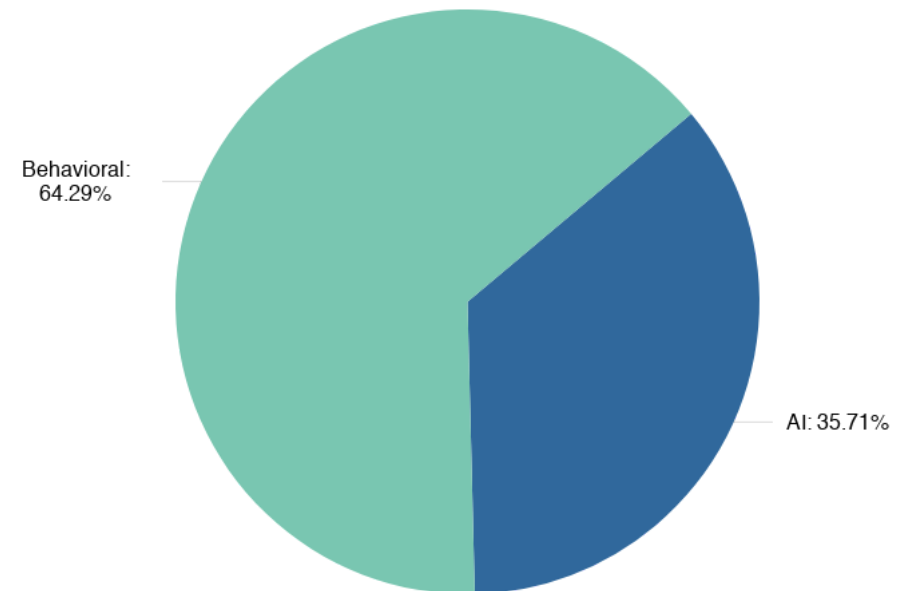
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
LD Safety Marking Contact Page View	6
LD Safety Marking Linestriper Page View	5
LD Safety Marking Services Page View	3

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy



Social Mirror View-through Conversions

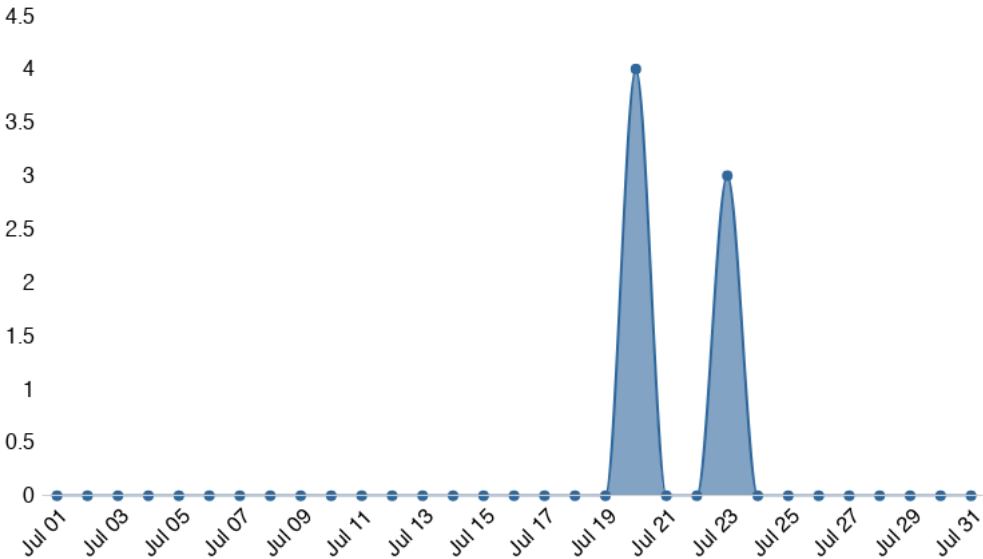


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

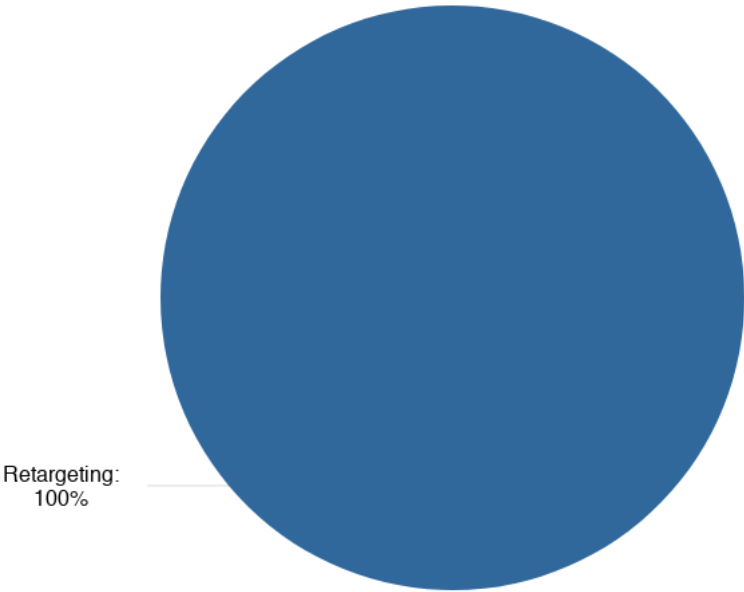
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
LD Safety Marking Homepage Visits	7

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	LD Safety Marking_Social Mirror_Story_Join Our Team	321,718	1,523	0.47%	6.76



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00006	Story	Click to View	14.92%	0.66%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00008	Story	Click to View	14.84%	0.60%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00009	Story	Click to View	10.95%	0.67%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00005	Story	Click to View	10.65%	0.62%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00011	Story	Click to View	10.21%	0.59%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: Original	Story	Click to View	10.19%	0.69%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00003	Story	Click to View	9.84%	0.68%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00002	Story	Click to View	4.76%	0.63%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00010	Story	Click to View	3.49%	0.61%
LD Safety Marking_Social Mirror_Story_Join Our Team	Variant: V_00001	Story	Click to View	3.49%	0.75%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	194,501	1,325	0.68%
Desktop	A personal computing device that remains stationary at one location.	102,367	118	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	24,850	80	0.32%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	27,878	257	0.92%
imdb.com	26,041	4	0.02%
msn.com	5,118	0	0.00%
nypost.com	5,045	9	0.18%
arcamax.com	4,352	4	0.09%
aol.com	3,801	0	0.00%
T-Mobile Play	3,422	0	0.00%
theScore: Sports News & Scores	3,382	63	1.86%
apnews.com	3,266	5	0.15%
randomwordgenerator.com	3,090	0	0.00%
wmur.com	2,911	7	0.24%
tmz.com	2,879	20	0.69%
usatoday.com	2,872	0	0.00%
themirror.com	2,477	19	0.77%
crispcrumbs.com	2,440	1	0.04%
Pinterest	1,948	13	0.67%
ruralsprout.com	1,275	6	0.47%
zillow.com	1,260	0	0.00%
abcnews.com	1,252	0	0.00%
realclearpolitics.com	1,227	1	0.08%

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.